White Paper
FY 2003 Customer Satisfaction &
Top 200 Users Survey
Composite Summary

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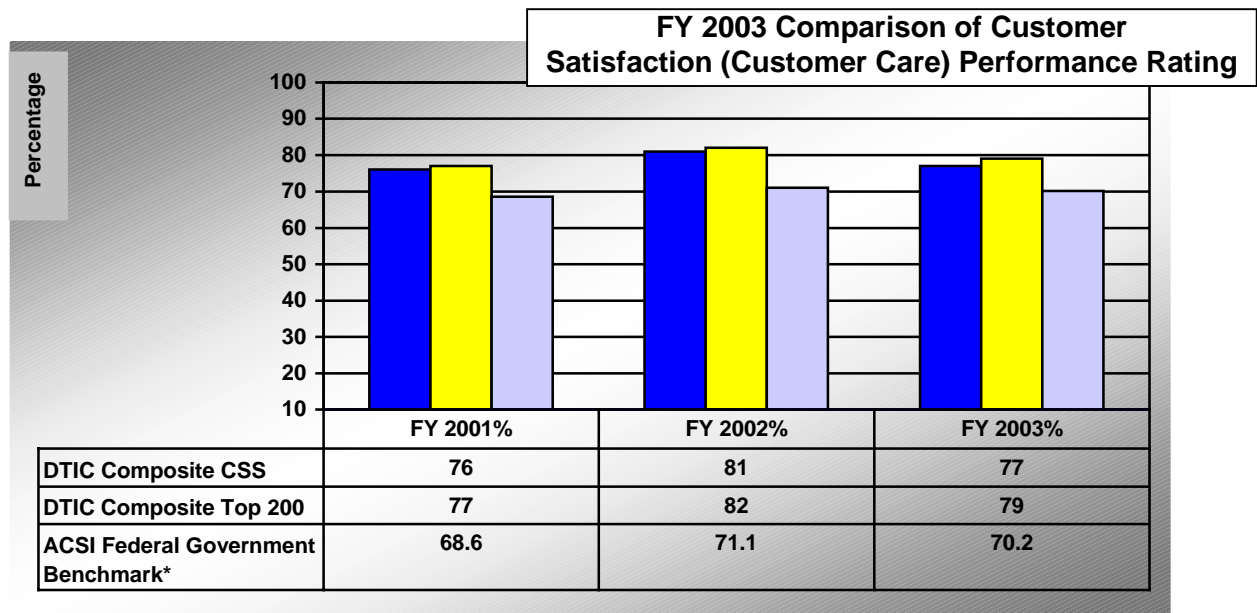# FY 2003 Customer Satisfaction and Top 200 Users Survey Composite Summary

Introduction

The Defense Technical Information Center (DTIC®) completed two comprehensive surveys in FY 2003--the Customer Satisfaction (CS) and Top 200 Users Surveys. This summary consolidates and contrasts the results of both surveys and will highlight notable findings. In addition, the data from these two surveys will provide a more balanced look at DTIC's overall product and service performance.

Methodology & Participants

Web-based and e-mail surveys were the primary collection methods selected for both efforts. One-on-one telephone interviews were used to gather contact information and, on occasion, to administer the survey. These multiple collection methods were selected not only to offer our users a variety of survey response options, but also to increase response rates. For the 2003 CS Survey, a complete sampling (census) method of all users was used excluding the following: DTIC employees, Air Force Materiel Command (AFMC) personnel, Small Business Innovative Research (SBIR) users, foreign or overseas users and users identified as "Top 200." The target population for this effort was 2680 registered users. There were 731 users responding to the survey and 824 non-deliverable e-mailed surveys. The response rate for the 2003 CS Survey increased 12 percentage points in comparison to last year's response rate, which was 15 percent. For the 2003 Top 200 survey, the survey population universe was 213. The "Top 200" users were extracted from the total number of DTIC registered users based on total dollar amount spent on DTIC products and services, total number of documents ordered, and total number of document downloads (excluding those documents downloaded from Public STINET and WED). Those users with the highest figures were selected and considered to be our "core users." The response rate for the 2003 Top 200 Survey increased dramatically to 60 percent in 2003 from the 15 percent response rate for 2002 (52 respondents).

Customer Satisfaction Performance Rating

Overall, DTIC's customer satisfaction performance from both 2003 surveys indicated respondents were satisfied with DTIC services as a whole. While the results were generally positive, both surveys showed a slight decline when compared to 2002 survey scores. However, over the years DTIC continues to exceed the Federal Government American Customer Satisfaction Index (ACSI) baseline/benchmark score, as demonstrated by the following chart:

FY 2003 Comparison of Customer Satisfaction (Customer Care) Performance Rating

	FY 2001%	FY 2002%	FY 2003%
DTIC Composite CSS	76	81	77
DTIC Composite Top 200	77	82	79
ACSI Federal Government Benchmark*	68.6	71.1	70.2

ACSI is the official service quality benchmark for the Federal Government. The cited survey was conducted in November 2002.   Fig 1

NOTE: To aid in the analysis of the composite summary, please see the 2003 individual survey reports for supportive data.

Interesting Facts about DTIC's Customer Satisfaction Performance:

- While the overall DTIC Customer Satisfaction Performance rating from both 2003 surveys reflected a slight decline, the scores continue to show a positive rating.

- 2003 CS Survey results showed all eight customer care quality factors declined in their rating.

- Both surveys for the past three years indicate fluctuations in the three customer care quality factors (Accessibility, Responsiveness and Speed of Service) which appear to drive changes in DTIC's Customer Satisfaction Performance Rating, both positively and negatively.

Importance of DTIC to Accomplishment of Business Objectives and Mission Support:

Overall, the data gathered from both DTIC surveys tells us that respondents perceive DTIC as offering a valued service to the users. Most DTIC respondents from both surveys continue to highly rate the importance of DTIC to the accomplishment of their business objectives. This finding can be supported by the fact that a large number of respondents indicate the importance of DTIC's impact in supporting their organizational mission. The following graph illustrates the findings:
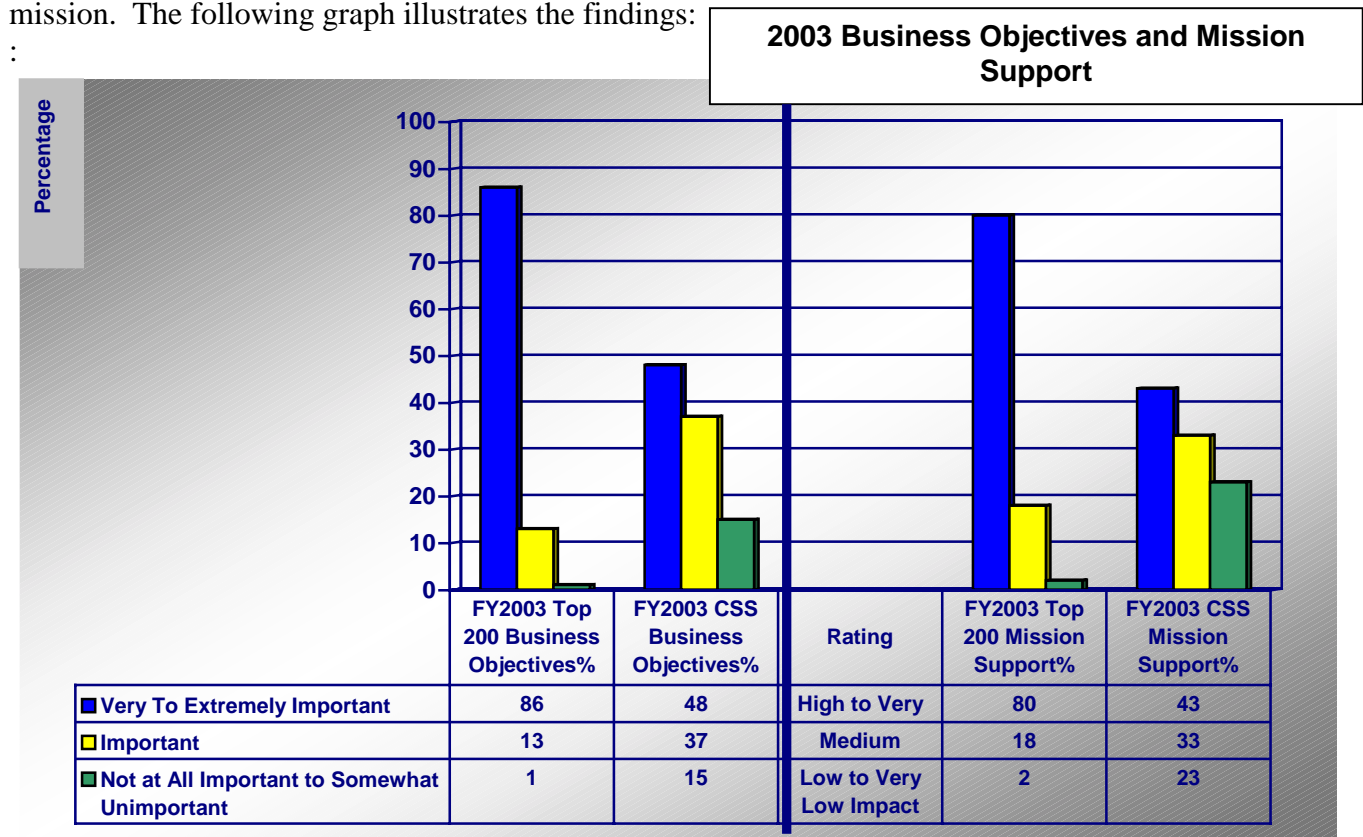:

2003 Business Objectives and Mission Support

	FY2003 Top 200 Business Objectives%	FY2003 CSS Business Objectives%	Rating	FY2003 Top 200 Mission Support%	FY2003 CSS Mission Support%
■ Very To Extremely Important	86	48	High to Very	80	43
□ Important	13	37	Medium	18	33
■ Not at All Important to Somewhat Unimportant	1	15	Low to Very Low Impact	2	23

Fig 2

Interesting Facts about the Importance of DTIC to Accomplishment of Business Objectives and Mission Support:

- There was a 38 point difference between the two groups when responding to the importance of DTIC to the accomplishment of their Business Objectives. The Top 200 user respondents rated 86 percent for "Very to Extremely Important" and the general user respondents reflected 48 percent.

- 2003 Top 200 user respondents gave higher ratings overall in comparison to general user respondents for the above mentioned two questions.

3

Information Needs:

The vast majority of respondents from both surveys indicated a high level of satisfaction with their information needs being met by searching DTIC's collections (Top 200 - 89 percent and CS Survey - 77 percent). Both surveys asked the respondents to provide specific comments regarding their current and future informational needs. The information needs/topic areas respondents most often mentioned from both surveys continued to be increased access to more full text electronic documents.

Interesting Facts about the Information Needs:

2003 informational needs expressed by the Top 200 respondents are as follows:
(1) Full Text Access
(2) Warfare/Weapons: explosives chem./bio, missiles, foreign weapons systems, aircraft survivability, high power microwave weapons
(3) Need for DTIC to become more proactive in acquiring new documents

CS Survey respondents results are as follows:
(1) Full Text Access
(2) Historical Data (Army Topics, Chemical Toxicity)
(3) Medical (Military Medical, Biomedical)

Communication Preferences and Satisfaction:

Top 200 respondents preferred the telephone as the most often used communication channel to contact DTIC, whereas, the CS respondents chose the Internet/Online service.
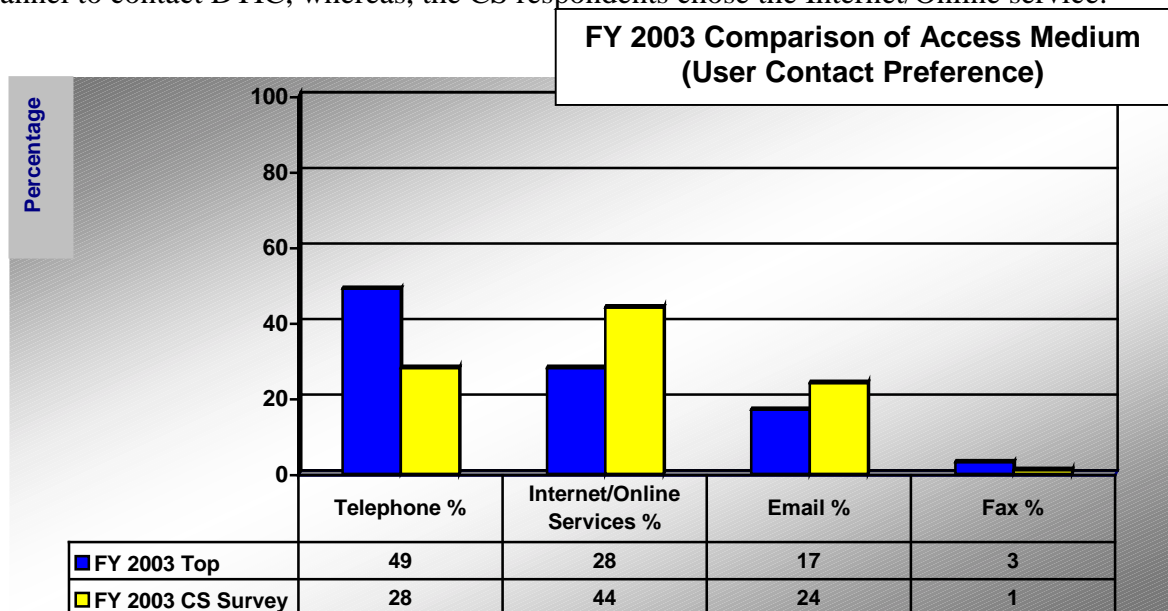
FY 2003 Comparison of Access Medium (User Contact Preference)

	Telephone %	Internet/Online Services %	Email %	Fax %
FY 2003 Top	49	28	17	3
FY 2003 CS Survey	28	44	24	1

Fig 3

Interesting Facts about Communication Preferences:

- There was a notable increase in preference for electronic communication from the Top 200 respondents when you combine the numbers for e-mail and Internet.

- Crosstab data shows Librarians responding to the Top 200 and CS Surveys preferred the telephone (Top 200 reflects 53 percent and CS Survey reflects 47 percent).

DTIC Homepage Review

Specific questions were asked regarding the DTIC Homepage in order to measure the current level of satisfaction with DTIC's existing homepage and to determine which specific areas within the homepage need to be improved. See Fig 4 for more details.
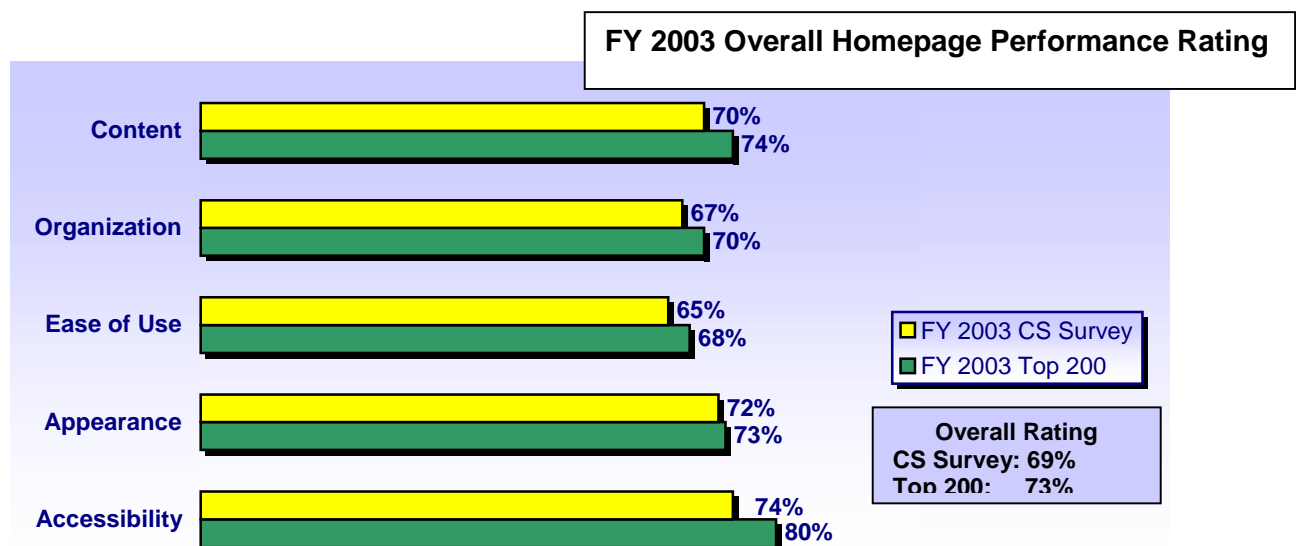
FY 2003 Overall Homepage Performance Rating

Category	FY 2003 CS Survey	FY 2003 Top 200
Content	70%	74%
Organization	67%	70%
Ease of Use	65%	68%
Appearance	72%	73%
Accessibility	74%	80%

Overall Rating
CS Survey: 69%
Top 200: 73%

Fig 4

Interesting Facts about DTIC Homepage:

- Ninety percent of Top 200 users responding to the survey indicated they have accessed the DTIC Homepage in the past 12 months, whereas only 75 percent of CS Survey respondents indicated that they had.

- Top 200 respondents gave slightly higher favorable ratings overall on the quality factors in comparison to CS Survey respondents.

Customer Profile

The demographics from both surveys showed similar customer profiles, in that the majority of respondents were affiliated with the Department of Defense (DoD). The largest number of respondents from both surveys classified their job position as "Librarian."

User Organization Type

Organization	FY 2003 Top 200 Survey	FY 2003 CS Survey
DoD-Military/Civilian Services Agencies	54%	53%
Industry /Gov't. Contractor	35%	33%
Non-DoD Federal Gov't.	5%	4%
Academia: College/Univ.	4%	5%
HBCU/MI	0%	2%
Other	2%	3%

Fig 5

Job Position

Job Position	FY 2003 Top 200 Users Survey	FY 2003 CS Survey
Librarian	73%	24%
Technical Info Specialist	10%	10%
Researcher/Analysts/Program Manager	5%	16%
Scientist	2%	11%
Engineer	5%	17%
Contracting Officer	0	3%
Resource Management/Financial/ Budget Analyst	0	3%
Security	N/A*	N/A*
Other	5%	17%

Note: Greyed entries reflect the top three positions in terms of the number of survey respondents.
*Data not collected   Fig 6

Interesting Facts about DTIC's Customer Profile:

- The top three job positions of the two survey groups differ slightly: **Top 200** top three job positions were: (1) Librarian - 73 percent; (2) Technical Info Specialist - 10 percent; (3) Researcher/Analyst/Program Manager 5 percent; and Engineer 5 percent. **CS Survey** top 3 Job positions were (1) Librarian - 24 percent; (2) Researcher/Analyst/Program Manager - 16 percent; (3) Engineer - 17 percent.

- Respondents of the Top 200 users survey had a notable higher response rate from the Librarians at 73 percent, whereas the respondents from the general user group represented 24 percent of the Librarian organization.

- Respondents of the Top 200 user survey overwhelmingly reported themselves as intermediary users (91 percent); the general user group from the CS Survey shows a closing gap between the intermediary (55 percent) and end users (45 percent).

Improvements and Recommendations

The 2003 Top 200 and CS Survey reports provided positive feedback and in addition, shed some light on areas for improvements. After analysis of the 2003 survey reports, customers continue to view DTIC's products and services in a positive light. There are, however, several areas that could be improved. The surveys provided customers an opportunity to express their opinions and concerns regarding DTIC's products and services. The resounding theme expressed with both surveys was their frustration by the service they received via telephone. Some responded that they left messages that were never returned by DTIC staff, while others complained they were routed through several people until they finally found the correct contact. The following comments below represent a selected sample of quotes from users who expressed their frustration regarding telephone communications:

- "I have never had a telephonic question answered in less than eight referrals to another office. Frequently, questions are not answered at all. Frequently, persons assigned to the answering function are not sufficiently informed to deal with the nuances of a problem issue, which is the reason people make calls."   **Top 200**

- "Phone calls are not always returned promptly. I have waited as much as a week for a call to be returned."   **Top 200**

- "One thing I noticed for customer care is that I cannot reach a live person on the phone. For the most part, I leave a message and wait for a call back. It would be nice to be able to reach a person over the phone the first time instead of waiting for a call back."   **CS Survey**

- "The people who answer the phone (or who call the customer) need to be able to solve the problem - no matter what it is. Recommend much better training, centralized problem-solving/ombudsmen."   **CS Survey**

Recommendation: Strong consideration should be given to building a call center to solve some of the customer service problems mentioned above.

Some respondents from both surveys also expressed concerns regarding the "Billing System." They wanted to know why they do not get receipts at the time of billing . They do not like that they receive an estimate for the document, are billed for it, and then receive a receipt for the actual price. The following comments below represent a select sample of quotes from users who expressed their concerns regarding the billing system issue.

- "The $25 service charge to continue use of NTIS deposit accounts seems unfair when DTIC is unable to provide acceptable receipts to products purchased via credit card. Our Library is force to continue our deposit account rather than use our purchase card because we must have paid receipts that match line items on our monthly Visa statements. This issue was fully communicated to DTIC contacts last year."
                                                                               Top 200

- "As a contractor, most of my purchases are made by credit card. The billing system is very archaic and very cumbersome; my credit card is billed long before I receive any receipts. Also, as in the case with CISTI, when I order documents, I only receive an estimated cost of the document, I don't receive the actual charges until I find out the charges have hit my credit card and I request a report or receipt with the charges from DTIC."
                                                                               Top 200

- "Timely monthly reports when credit cards are billed for all DTIC services would be optimum or receipts of time of purchase would also help for those of us who need to get reimbursed for our purchases. With CISTI, credit cards are charged, but I never receive a receipt unless I request one from DTIC. Also, the receipts for DTIC are not provided in a timely matter to reconcile with my credit card."
                                                                               CS Survey

- "We have tried to pay with a credit card to eliminate this deposit account charge, but still seem to be charged with a $25 fee each month. DTIC could do a better job of conveying payment options. Also, we are VERY unhappy about the way DTIC posts charges to the Govt. Purchase Card Accounts. We might for example order 30 titles at $7 each. Instead of posting the transaction as $210 on our purchase card, we are seeing 30 $7 postings. If there are multiple orders, and the titles come in a few at a

time or in multiple shipments or whatever combination, it makes it very difficult to tell which part of the orders the charges are paying. There is absolutely nothing that will help us to identify the purchase … nothing. Could you imagine going to the grocery store, paying with a credit card and then having the grocery store post the individual items as separate transactions to your account instead of the whole purchase? It would be a nightmare for sure. This is what DTIC is doing to us and for an organization that says it wants to get rid of the Deposit Accounts, this practice of DTIC's is making us rethink the whole decision to stop using a deposit account. If you would post the charges as a shipment is sent out for all the items in that shipment, it would make the process about 1000% better. For example, if you send out a shipment which has 5 $7 items and 3 $12 items, post the transaction as $71 instead of as 7, 7, 7, 7, 7, 12, 12, 12. It is much easier to identify a $71 purchase than the above "don't they all look alike, can't tell them apart" postings. If you want further documentation of this problem, please call Lucille M. Rosa at 401-841-6492. Because of a vacancy in our office, we have been unable to order much of anything, but we haven't really felt too badly about it because of the billing thing. We now have several hundred titles backlogged to order and are reluctant to place the orders because of the horrendous prospect of dealing with reconciling our credit card statements! Hoping you can give us some good news about this issue."

CS Survey

Recommendation: Work in progress

Conclusion

Overall, the data gathered from both surveys tells us that DTIC offers a valued service to its users. The surveys also provide useful information about ways DTIC could enhance its services and products to be responsive to its customers. DTIC will continue to conduct these surveys in the coming years, in order to gauge the level of satisfaction among its users and identify possible areas for improving our products and services. These surveys will be conducted to see how well we are meeting the customers' needs and expectations.